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Fall 2015

HRT 6204

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University of New Orleans

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Lester E. Kabacoff
School of Hotel, Restaurant and Tourism Administration
Fall 2015 – Online
HRT 6204 – Hospitality and Tourism Internship

Instructor's Name: Dr. Kim Williams

Office: KH 450

Email: khwilli3@uno.edu

Office Hours: Monday 8 – 12 p.m.
Tuesday & Thursday 8:30 a.m. – 9:30 a.m.

Course Description:

This is a supervised internship within the hospitality and tourism industry. This course allows students to undertake experiential learning by working with the sponsoring hospitality or tourism organization to critically examine a major aspect of their operation. It includes the development of a strategically oriented case and analysis of the internship sponsor.

Course Objectives:

Students will intern at the site of a sponsoring Hotel, Restaurant or Tourism organization. Students will write a strategically oriented case and analysis of the internship sponsor.

This will provide each student an opportunity to see actual strategic situations in the Hotel, Restaurant or Tourism field. Cases developed for this course are intended to have an overall top management focus.

Sponsoring organizations may include commercial organizations such as lodging operations, restaurant/food service operations or travel/tourism operations or governmental and not for profit organization (e.g., State Office of Tourism, CVB's, Tourism Marketing Organizations or Convention Centers and exhibit halls).

Summary of Assignment Due Dates:

Weekly Progress Report: First report due on August 31, 2015 via email and every Monday as scheduled on page 2. All reports should be sent to khwilli3@uno.edu

Internship Supervisor's Evaluation Due: November 24, 2015

Final Case Report Due: December 1, 2015

A brief report summarizing the students' activities shall be submitted to the Instructor weekly as noted above.

First Report Requirements (First report due on August 31, 2015)

The first report will be an introduction to the organization which includes the name, address, mission, and intern job description and learning goals that the intern will achieve at the end of the semester.

Bi-Weekly reports (Every other Monday via email sent to: khwilli3@uno.edu)

Weekly reports should describe the activities undertaken by the intern for the previous week. *Please read Section 1 and the questions in Section 3 below and try to incorporate as much as you can in your weekly reports so that you will have all the information that you need to formulate your final report. Your reports should be at least a page and free of grammatical errors.*

Due Dates

Date	Assignment Due
Monday, August 31	Progress report 1 due *See First Report Requirements Above
Monday, September 14	Progress report 2 due
Monday, September 28	Progress report 3 due
Monday, October 12	Progress report 4 due
Monday, October 26	Progress report 5 due
Monday, November 9	Progress report 6 due
Tuesday, November 24	Supervisor Evaluation Due
Tuesday, December 1	Final Report Due

Final Case Report Requirements (A Bound Copy is Due – December 1, 2015):

Cases normally should be from ten to fifteen pages in text. Additional pages will be allowed for exhibits, tables, data, etc. Longer cases will be permitted if the topic really lends itself to a longer case (you should check with the instructor).

Each case should be typed, double spaced and bound in some type of binder.

Each student should utilize the following steps in his/her case development:

1. Begin to get the facts on paper. (For a thorough discussion of this technique see Robert T. Davis, "Some Suggestions for Writing a Business Case.")
 - a. A paragraph or two outlining the major facts of the case and where the organization is presently in terms of its operations and strategies.

- b. The next section should detail the background of the organization, including a description of its goods, services, etc., its products and markets, and the history of the organization from its inception to the present.
 - c. The following sections should introduce facts about the organization. Use generous subheadings throughout. Generally the text usually (not always) follows some type of historical development. Remember, that in writing about and analyzing this organization you are attempting to determine strategic factors that let the organization to behave as it has behaved. Furthermore, you are attempting to determine what resources have been committed over both the short and long term, what environmental factors have come into play that have impacted upon top management decisions, and what elements of risk and uncertainty come into play on those decisions.
 - d. Personal opinions are not necessary in the case. Editorializing certainly has no place in the case. Facts do. You may wish to record executive decisions and use them in the case. These frequently have a significant bearing upon what ultimately happens.
 - e. The case should generally be written in the past tense. Thus the organization is protected because these are not current practices, but past practices.
 - f. As noted earlier, the text of the case should be between 10 to 15 pages. If it is longer or looks like it is going to be longer, please contact the instructor.
 - g. Facts are important in the text, but you should also include brochures, organizational charts, figures and tables as needed..
 - h. Pick up materials which look like they might be useful in writing the case or have the executive(s) give you information that may be useful.
 - i. Try to obtain any solutions which the organization may have to its present problems, challenges, opportunities.
2. Write the case. Remember that in writing the case, you are attempting to describe the organization as it has been. In the case itself, you are not to try to solve the organizations problems.
 3. Next, you should write a recommendations section. In this section, you should attempt to answer the following questions in question and answer format.
 - a. What are the goals and mission of the organization?
 - b. What are its products and services?
 - c. What are the strengths and weaknesses of the organization?
 - d. What are the major strategic challenges of the organization?

- e. What environmental factors have impinged upon the organization?
 - f. What strategic recommendations would you make? What alternatives are available for the resolution of the various issues? (This is an extremely important part of your analysis and should be an extended analysis of what you would do in the organization.) If you feel that you are stuck, assume that you are a consultant and have been called in to answer the question of: What future recommendations do you have for this organization on a long-range basis (3 to 5 years)?)
 - g. What criteria would you establish to select an appropriate solution or solutions from those available? (What resources, factors, risks, etc. would be entertained in your solutions?) Basically continuing the hypothetical situation above, what would you recommend to the CEO as criteria if you were trying to select appropriate solutions? (This is an important area.)
 - h. What would your final set of recommendation(s) be? This can be a list of those selected from above. This recommendation section is important and will result from YOUR analysis of the organization.
4. **Make a copy of your case. Although the instructor will be glad to discuss your case with you after it is graded, she will keep the copy of it.**
5. **MANDATORY PARTS OF THE FIELD CASE OR STRATEGIC STUDY:**
- a. The case itself – Following the format suggested above.
 - b. The recommendation – Following the format suggested above.
 - c. A reference section citing the references you used on the major issues involved in your study. This is particularly important for those who choose to do the strategy study.
 - d. Appendix –with all weekly reports

Learning Resources: References

James W. Cullington, Preparing a Set of Cases

James W. Cullington, Writing Business Cases

Robert T. Davis, Some Suggestions for Writing a Business Case

Paul Lanreid, Preparation of Case Material

Melvin J. Standard, Case Development and Teaching Note

Andrew Towl, Case-Course Development

Assessment & Grading Policy on Cases:

- a. Originality of approach - is the case original in scope? Has the writer really considered an approach or approaches that are unique to the given set of corporate problems or issues? Are the recommendations truly innovative and creative? (10%)
- b. Descriptive information - is the organization well described? Has it been treated accurately in an historical context? Are the strategic factors identified in the context of the case? Have the resources been noted in the context of the case? Have environmental factors been noted? Have the elements of risk and uncertainty been noted in the decision-making process of the case? Does the case identify who or what group is attempting to resolve the strategic issues at the end of the case?
- c. Documentation - are there appropriate exhibits to illustrate the points made in the descriptive information? Are there appropriate financial data, marketing information and data, organization charts of processes used in manufacturing or the service provided? Are there appropriate tables? Are there appropriate figures, diagrams, etc.? Are there sufficient references from annual reports, journals, and magazines? Is the reference section or/and footnotes section stated in good form? (20%)
- d. Analysis of the case - has the corporation been analyzed properly in terms of the descriptive information provided in the case? This information should be in the recommendations section in terms of major goals, questions, major and minor problems, recommendations, etc. Have all of these items been broken into appropriate sections within the recommendation section? (30%)
- e. Clarity and effectiveness of presentation - English, how is the case written? How clear is it? How well organized is it? Does the case have sections and subsections, heads, and sub-heads? Is it easy to read? Is it interesting? ***Typos and grammatical errors will result in a letter grade deduction. Also, excessive errors will not be accepted and may require revisions until the report is deemed acceptable.*** (10%)

Clearly, the content and recommendations of the case are important and therefore are weighted the most heavily. It is extremely important that you begin working with your case early as there is much to be done!

Internship Supervisor's Evaluation: Near the end of the semester, you will ask your internship supervisor to grade your work. He/she will be asked to assign a letter grade with a short written justification (see last page). **This is due November 24, 2015.**

Final Grade

Your final grade for the internship course will be determined one third by your supervisor's evaluation of your work and two thirds by the instructor's evaluation of your weekly reports, written case, and accompanying analysis.

WRITING ASSIGNMENT GUIDELINES IN MOODLE

There are three documents that will assist students in written assignments for this class and are available in the Course Information section of the Moodle site for the class. The first document is titled "Constructing Outlines" and should be used to formulate a proper outline for a written assignment. The second document is titled "APA minireference guide" and is a condensed version of the APA style requirements for citing references and sources that have been used in the written assignment. Third document is the "written communications rubric" which is used to grade written assignments.

Online Courses Student Verification Procedures

To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

Statement of Accommodations for Students with Disabilities:

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Sexual Harassment Policy:

Purpose: To reaffirm the University's policy against sexual harassment in any and all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the individuals involved and the University.

General Policy: Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and

shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University's policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible. For more information go to <http://www.uno.edu/student-affairs-enrollment-management/student-accountability-advocacy.aspx>

Academic Integrity Policy

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Harassment and Discrimination Policy:

The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO web page <http://www.uno.edu/student-affairs-enrollment-management/student-accountability-advocacy.aspx>

University of New Orleans
Lester E Kabacoff School of Hotel, Restaurant and Tourism Administration

Internship Supervisor Evaluation

Name of Intern _____ Name of Organization _____

Instructions: Please use the space below to evaluate the performance of the student who served as intern during the past semester. The overall evaluation should be based on how well the student fulfilled the duties listed in the original job description for the internship position. The individual criteria are left to your discretion and you may include a variety of factors including: quality of work, dependability, organizational skills, professionalism, initiative, motivation, interpersonal skills, communication, planning, and problem solving and any others.

Recommended Grade (A,B,C,D, or F.) _____ Date _____

Signature _____ Title _____

Please email this form to: Dr. Kim Williams – khwilli3@uno.edu. The form is due on November 24, 2015.